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## [Report: Best Global Brands 2020](#)

Amid a global pandemic with its significant impact on business in 2020, [Interbrand](#) has announced the brands that have fared best in its 2020 Best Global Brands ranking. As expected, social media and communication brands have fared well in the past 12 months, with Instagram (#19), YouTube (#30) and Zoom (#100) entering the rankings for the first time. Tesla has re-entered the rankings at #40 with a brand value of US\$12,785m, having last appeared in the Best Global Brands table in 2017.

The report including detailed analyses and key learnings for businesses can be found [online](#).

For more, see

[Interbrand Report: Best Global Brands 2020](#)

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